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**PENGARUH STRATEGI PEMASARAN  
KUALITI PERKHIDMATAN DAN IMEJ KE ATAS NILAI DAN  
KESETIAAN PENGGUNA PASAR MINI DI ACEH**



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**UUM**  
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**DOCTOR OF PHILOSOPHY  
UNIVERSITI UTARA MALAYSIA  
September 2020**

**PENGARUH STRATEGI PEMASARAN  
KUALITI PERKHIDMATAN DAN IMEJ KE ATAS NILAI DAN  
KESETIAAN PENGGUNA PASAR MINI DI ACEH**



**By**  
**TEUKU ZULKARNAEN**

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Universiti Utara Malaysia

**Tesis dikemukakan kepada  
Othman Yeop Abdullah Graduate School of Business,  
Universiti Utara Malaysia,  
bagi memenuhi syarat untuk Ijazah Doktor Falsafah**



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## **KEBENARAN MERUJUK**

Tesis ini adalah sebagai memenuhi keperluan untuk mendapatkan Ijazah Doktor Falsafah daripada Universiti Utara Malaysia. Saya bersetuju membenarkan perpustakaan Universiti Utara Malaysia untuk membuat salinan tesis ini bagi tujuan rujukan. Saya juga bersetuju membenarkan salinan tesis ini dibuat sebahagian atau keseluruhan, bagi tujuan akademik melalui kebenaran daripada penyelia saya atau semasa ketiadaan beliau, oleh Dekan Pusat Pengajian Pengurusan Perniagaan.

Sebarang penyalinan, penerbitan atau penggunaan ke atas keseluruhan atau sebahagian daripada tesis ini untuk perolehan kewangan tidak dibenarkan tanpa kebenaran bertulis daripada saya. Pengiktirafan yang sewajarnya haruslah diberikan kepada saya dan Universiti Utara Malaysia. Bagi sebarang penggunaan bahan daripada tesis ini untuk tujuan penulisan, permohonan untuk mendapat kebenaran membuat salinan atau lain-lain kegunaan secara keseluruhan atau sebahagian haruslah dibuat dengan menulis kepada:

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## ABSTRAK

Tujuan kajian ini adalah untuk mengenal pasti secara empirik pengaruh strategi pemasaran, kualiti perkhidmatan, imej dan nilai ke atas kesetiaan pengguna pasar mini di Aceh. Proses globalisasi dan liberalisasi perdagangan serta persaingan yang semakin sengit dalam industri peruncitan telah mencetuskan keperluan untuk menjalankan kajian bagi melahirkan usahawan tempatan yang lebih baik dan berdaya saing. Kajian ini dijalankan melalui kaedah tinjauan dengan menggunakan soal selidik berstruktur dan pendekatan bukan kebarangkalian untuk mendapatkan maklumat daripada sampel. Sampel terdiri daripada 300 orang pengguna sebenar yang dipilih secara rawak daripada 12 buah kedai rangkaian pasar mini di Aceh. Sebanyak sepuluh hipotesis telah diuji menggunakan analisis regresi berganda. Hasil kajian mendapati wujud perhubungan yang signifikan antara strategi pemasaran, kualiti perkhidmatan dan imej ke atas nilai. Analisis regresi juga menunjukkan wujud perhubungan antara kualiti perkhidmatan, imej dan nilai ke atas kesetiaan pengguna. Seterusnya, dapatan analisis regresi berganda menunjukkan bahawa nilai mempunyai kesan perantara ke atas hubungan di antara kualiti perkhidmatan, imej dan kesetiaan pengguna. Akhir sekali, dapatan kajian ini sangat berguna kepada industri pasar mini untuk menilai semula strategi dalam mempertingkatkan atau mengubah imej kedai dan nilai pengguna. Hal ini juga boleh digunakan untuk membina kesetiaan terhadap kedai dalam kalangan para pengguna. Dapatan kajian ini sangat berguna kepada industri pasar mini untuk membina imej kedai dan nilai yang lebih berdaya saing serta membina kesetiaan pelanggannya. Walau bagaimanapun, kajian ini akan lebih signifikan sekiranya perbandingan dengan kedai-kedai pesaing dalam industri yang serupa dapat dijalankan.

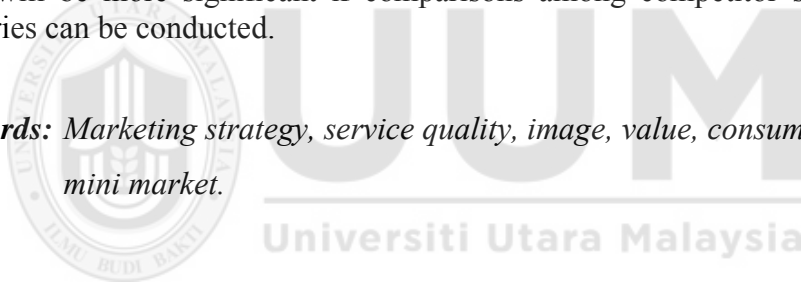
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**Kata kunci:** Strategi pemasaran, kualiti perkhidmatan, imej, nilai, kesetiaan pengguna dan pasar mini.

## ABSTRACT

The primary objective of this study was to empirically determine the relationship between marketing strategy, service quality, image and value of consumer loyalty in the mini markets in Aceh. Globalization and liberalization which increased competition among retailers have created the need for such research in order to produce better and competitive local entrepreneurs. This research was done through the survey method using a structured questionnaire and non-probability approaches to the sample. 300 customers were randomly selected from 12 mini markets. Ten hypotheses were formulated to be tested using multiple regression analyses. The results show that marketing strategy, service quality and image are significantly related to consumer value. The results also show that service quality, image and consumer value are significantly related to customer loyalty. Meanwhile, results of the regression analysis show that value mediates the relationship between service quality, image and customer loyalty. Finally, the finding of this research would become useful information for retailers in their repositioning strategies to improve or change their image and customer value. It would also be a tool to build store loyalty among its customers and very useful to the mini market industry to build a store image and more competitive value as well as consumer loyalty. However, this study will be more significant if comparisons among competitor stores in similar industries can be conducted.

**Keywords:** *Marketing strategy, service quality, image, value, consumer loyalty and mini market.*





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# **BAB 1**

## **PENGENALAN**

### **1.0. Pengenalan**

Penyelidikan ini secara umum merupakan kajian yang berkaitan dengan ilmu pemasaran dan tingkah laku pengguna. Dengan menggunakan pemboleh ubah strategi pemasaran, kualiti perkhidmatan, imej, nilai dan kesetiaan pengguna, diharapkan kajian ini dapat mengetahui sebab-sebab masyarakat Aceh setia melakukan pembelian di pasar mini. Bagi menjawab persoalan tersebut maka, kajian ini disusun secara berstruktur dengan membuat beberapa persoalan penyelidikan dan objektif kajian serta perancangan skop kajian yang meliputi wilayah penyelidikan yang jelas dilakukan dan disertakan dengan beberapa teori dan ulasan jurnal yang berkaitan dengan topik kajian ini.

### **1.1 Latar Belakang Kajian**

Subsektor perdagangan runcit dan pasar mini salah satu sektor perkhidmatan penting dalam ekonomi Indonesia. Ia telah menyumbang 11 peratus kepada *Gross Regional Domestic Product* (GRDP) pada tahun 2016 (Bappenas, 2017), memberi pengaruh positif kepada pembangunan ekonomi negara (Anggraini, 2013), menyumbang kira-kira 19 peratus daripada jumlah portfolio kredit negara (LPS, 2017), menyokong pertumbuhan ekonomi yang memberangsangkan dan menghasilkan pendapatan boleh guna yang lebih tinggi (Euromonitor, 2017). Begitu juga, subsektor informal ini bersama dengan subsektor penginapan dan restoran, menggunakan 42.32 peratus daripada jumlah tenaga kerja pada tahun 2018 (LPS, 2019).

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## LAMPIRAN-LAMPIRAN

### Lampiran 1. Analisis Faktor

#### Factor Analysis (Strategi Pemasaran)

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
SP1	4,1667	,69798	300
SP2	4,3533	,60805	300
SP3	3,9867	,72219	300
SP4	4,3100	,63921	300
SP5	3,9567	,73251	300
SP6	3,9600	,72583	300
SP7	4,1767	,68338	300
SP8	4,1333	,70037	300
SP9	4,1900	,68469	300
SP10	4,0300	,74225	300
SP11	3,9567	,72333	300
SP12	3,9800	,73124	300
SP13	3,9700	,80701	300
SP14	4,2033	,77718	300
SP15	4,1900	,70869	300
SP16	4,1933	,71014	300
SP17	4,1333	,76431	300
SP18	4,1233	,73251	300

		Correlation Matrix <sup>a</sup>																	
		SP1	SP2	SP3	SP4	SP5	SP6	SP7	SP8	SP9	SP10	SP11	SP12	SP13	SP14	SP15	SP16	SP17	SP18
Correlation	SP1	1,000	,239	,051	,034	,014	,059	,092	,201	,087	,048	,081	,026	,045	-,050	-,017	-,025	-,017	,025
	SP2	,239	1,000	,087	,363	,230	,108	,147	,140	,176	,058	,058	,084	,144	-,053	-,048	,027	-,037	-,061
	SP3	,051	,087	1,000	-,056	,884	,924	,005	-,089	-,130	,013	-,046	-,020	,039	-,025	-,106	-,047	,003	-,010
	SP4	,034	,363	-,056	1,000	,079	-,024	,257	,146	,247	,030	,073	-,001	,096	-,033	-,094	-,007	-,064	-,039
	SP5	,014	,230	,884	,079	1,000	,877	,022	-,080	-,144	,015	,003	-,027	,066	,010	-,074	,029	,004	-,021
	SP6	,059	,108	,924	-,024	,877	1,000	-,019	-,036	-,160	,039	-,035	-,002	-,008	-,027	-,089	-,017	,016	-,016
	SP7	,092	,147	,005	,257	,022	-,019	1,000	,132	,307	-,076	-,012	-,073	-,015	-,093	-,132	-,112	-,058	-,117
	SP8	,201	,140	-,089	,146	-,080	-,036	,132	1,000	,275	,005	,038	,084	,025	-,075	-,011	-,018	-,033	-,039
	SP9	,087	,176	-,130	,247	-,144	-,160	,307	,275	1,000	,015	,158	,088	,059	-,098	-,088	-,021	-,068	-,074
	SP10	,048	,058	,013	,030	,015	,039	-,076	,005	,015	1,000	,638	,525	,465	,059	,161	,268	,146	,208
	SP11	,081	,058	-,046	,073	,003	-,035	-,012	,038	,158	,638	1,000	,542	,445	,051	,127	,257	,138	,168
	SP12	,026	,084	-,020	-,001	-,027	-,002	-,073	,084	,088	,525	,542	1,000	,515	,160	,182	,226	,184	,161
	SP13	,045	,144	,039	,096	,066	-,008	-,015	,025	,059	,465	,445	,515	1,000	,180	,267	,244	,120	,238
	SP14	-,050	-,053	-,025	-,033	,010	-,027	-,093	-,075	-,098	,059	,051	,160	,180	1,000	,513	,462	,427	,244
	SP15	-,017	-,048	-,106	-,094	-,074	-,089	-,132	-,011	-,088	,161	,127	,182	,267	,513	1,000	,571	,509	,451
	SP16	-,025	,027	-,047	-,007	,029	-,017	-,112	-,018	-,021	,268	,257	,226	,244	,462	,571	1,000	,495	,404
	SP17	-,017	-,037	,003	-,064	,004	,016	-,058	-,033	-,068	,146	,138	,184	,120	,427	,509	,495	1,000	,496
	SP18	,025	-,061	-,010	-,039	-,021	-,016	-,117	-,039	-,074	,208	,168	,161	,238	,244	,451	,404	,496	1,000
Sig. (1-tailed)	SP1		,000	,190	,280	,403	,153	,055	,000	,065	,202	,082	,326	,221	,192	,385	,335	,387	,333
	SP2		,000	,067	,000	,000	,031	,005	,008	,001	,159	,159	,074	,006	,178	,205	,320	,262	,148
	SP3		,190	,067	,166	,000	,000	,467	,062	,012	,410	,214	,368	,248	,333	,033	,208	,478	,435
	SP4		,280	,000	,166	,087	,342	,000	,006	,000	,304	,105	,493	,049	,284	,053	,450	,133	,250
	SP5		,403	,000	,000	,087	,000	,352	,084	,006	,400	,481	,323	,128	,434	,100	,308	,470	,357
	SP6		,153	,031	,000	,342	,000	,369	,270	,003	,248	,272	,490	,447	,320	,062	,382	,393	,392
	SP7		,055	,005	,467	,000	,352	,369	,011	,000	,093	,421	,103	,400	,054	,011	,026	,158	,021
	SP8		,000	,008	,062	,006	,084	,270	,011	,000	,465	,257	,074	,334	,099	,426	,376	,283	,252
	SP9		,065	,001	,012	,000	,006	,003	,000	,000	,397	,003	,065	,155	,045	,063	,360	,121	,102
	SP10		,202	,159	,410	,304	,400	,248	,093	,465	,397	,000	,000	,000	,154	,003	,000	,006	,000
	SP11		,082	,159	,214	,105	,481	,272	,421	,257	,003	,000	,000	,000	,187	,014	,000	,009	,002
	SP12		,326	,074	,368	,493	,323	,490	,103	,074	,065	,000	,000	,000	,003	,001	,000	,001	,003
	SP13		,221	,006	,248	,049	,128	,447	,400	,334	,155	,000	,000	,000	,001	,000	,000	,019	,000
	SP14		,192	,178	,333	,284	,434	,320	,054	,099	,045	,154	,187	,003	,001	,000	,000	,000	,000
	SP15		,385	,205	,033	,053	,100	,062	,011	,426	,063	,003	,014	,001	,000	,000	,000	,000	,000
	SP16		,335	,320	,208	,450	,308	,382	,026	,376	,360	,000	,000	,000	,000	,000	,000	,000	,000
	SP17		,387	,262	,478	,133	,470	,393	,158	,283	,121	,006	,009	,001	,019	,000	,000	,000	,000
	SP18		,333	,148	,435	,250	,357	,392	,021	,252	,102	,000	,002	,003	,000	,000	,000	,000	,000

a. Determinant = .000

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,745
Bartlett's Test of Sphericity	Approx. Chi-Square	2284,209
	df	153
	Sig.	,000



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Anti-image Matrices

		SP1	SP2	SP3	SP4	SP5	SP6	SP7	SP8	SP9	SP10	SP11	SP12	SP13	SP14	SP15	SP16	SP17	SP18
Anti-image Covariance	SP1	,870	-,202	-,023	,052	,056	-,019	-,051	-,141	,015	,007	-,064	,043	-,004	-,003	-,004	,017	,016	-,041
	SP2	-,202	,704	,039	-,183	-,097	,015	-,009	-,026	-,080	-,020	,062	-,051	-,049	,046	,003	-,017	-,016	,043
	SP3	-,023	,039	,107	,050	-,055	-,071	-,013	,035	-,040	,001	,019	,003	-,038	-,003	,015	,026	-,008	-,015
	SP4	,052	-,183	,050	,751	-,055	-,010	-,134	-,051	-,107	-,014	-,009	,046	-,048	-,034	,055	,005	,015	-,034
	SP5	,056	-,097	-,055	-,055	,149	-,045	-,010	,017	,044	,033	-,043	,034	-,023	-,014	,002	-,036	,014	,013
	SP6	-,019	,015	-,071	-,010	-,045	,116	,018	-,046	,027	-,029	,014	-,027	,054	,013	-,007	-,004	-,007	,007
	SP7	-,051	-,009	-,013	-,134	-,010	,018	,836	-,033	-,183	,017	-,001	,040	-,016	,011	,020	,036	-,050	,048
	SP8	-,141	-,026	,035	-,051	,017	-,046	-,033	,849	-,169	,021	,023	-,054	-,006	,042	-,029	,001	,005	,015
	SP9	,015	-,080	-,040	-,107	,044	,027	-,183	-,169	,749	,057	-,098	-,025	,009	,030	,021	-,038	,015	,021
	SP10	,007	-,020	,001	-,014	,033	-,029	,017	,021	,057	,499	-,223	-,095	-,099	,045	,006	-,055	,008	-,029
	SP11	-,064	,062	,019	-,009	-,043	,014	-,001	,023	-,098	-,223	,484	-,139	-,055	,039	,024	-,045	-,016	-,003
	SP12	,043	-,051	,003	,046	,034	-,027	,040	-,054	-,025	-,095	-,139	,550	-,179	-,057	,016	,010	-,049	,027
	SP13	-,004	-,049	-,038	-,048	-,023	,054	-,016	-,006	,009	-,099	-,055	-,179	,582	-,038	-,089	,008	,077	-,073
	SP14	-,003	,046	-,003	-,034	-,014	,013	,011	,042	,030	,045	,039	-,057	-,038	,643	-,155	-,121	-,114	,061
	SP15	-,004	,003	,015	,055	,002	-,007	,020	-,029	,021	,006	,024	,016	-,089	-,155	,502	-,154	-,098	-,107
	SP16	,017	-,017	,026	,005	-,036	-,004	,036	,001	-,038	-,055	-,045	,010	,008	-,121	-,154	,537	-,106	-,065
	SP17	,016	-,016	-,008	,015	,014	-,007	-,050	,005	,015	,008	-,016	-,049	,077	-,114	-,098	-,106	,573	-,201
	SP18	-,041	,043	-,015	-,034	,013	,007	,048	,015	,021	-,029	-,003	,027	-,073	,061	-,107	-,065	-,201	,656
Anti-image Correlation	SP1	,473 <sup>a</sup>	-,258	-,075	,064	,154	-,061	-,060	-,164	,019	,011	-,099	,062	-,005	-,005	-,006	,025	,023	-,054
	SP2	-,258	,565 <sup>a</sup>	,142	-,251	-,300	,051	-,012	-,034	-,110	-,033	,107	-,083	-,077	,068	,005	-,027	-,025	,064
	SP3	-,075	,142	,697 <sup>a</sup>	,178	-,435	-,634	-,042	,117	-,140	,005	,085	,014	-,153	-,013	,066	,109	-,033	-,057
	SP4	,064	-,251	,178	,612 <sup>a</sup>	-,165	-,034	-,169	-,064	-,143	-,023	-,015	,072	-,073	-,048	,089	,008	,022	-,048
	SP5	,154	-,300	-,435	-,165	,749 <sup>a</sup>	-,343	-,028	,049	,133	,121	-,161	,120	-,079	-,047	,008	-,126	,049	,041
	SP6	-,061	,051	-,634	-,034	-,343	,725 <sup>a</sup>	,057	-,147	,091	-,119	,058	-,107	,208	,048	-,030	-,016	-,026	,025
	SP7	-,060	-,012	-,042	-,169	-,028	,057	,713 <sup>a</sup>	-,039	-,231	,026	-,002	,059	-,023	,015	,032	,053	-,072	,065
	SP8	-,164	-,034	,117	-,064	,049	-,147	-,039	,614 <sup>a</sup>	-,211	,032	,036	-,080	-,008	,057	-,045	,002	,007	,020
	SP9	,019	-,110	-,140	-,143	,133	,091	-,231	-,211	,642 <sup>a</sup>	,094	-,162	-,039	,014	,044	,034	-,061	,023	,030
	SP10	,011	-,033	,005	-,023	,121	-,119	,026	,032	,094	,763 <sup>a</sup>	-,454	-,181	-,183	,079	,013	-,106	,015	-,050
	SP11	-,099	,107	,085	-,015	-,161	,058	-,002	,036	-,162	-,454	,733 <sup>a</sup>	-,269	-,103	,069	,049	-,089	-,031	-,005
	SP12	,062	-,083	,014	,072	,120	-,107	,059	-,080	-,039	-,181	-,269	,788 <sup>a</sup>	-,316	-,096	,031	,019	-,087	,045
	SP13	-,005	-,077	-,153	-,073	-,079	,208	-,023	-,008	,014	-,183	-,103	-,316	,766 <sup>a</sup>	-,062	-,165	,013	,134	-,119
	SP14	-,005	,068	-,013	-,048	-,047	,048	,015	,057	,044	,079	,069	-,096	-,062	,801 <sup>a</sup>	-,273	-,207	-,188	,095
	SP15	-,006	,005	,066	,089	,008	-,030	,032	-,045	,034	,013	,049	,031	-,165	-,273	,819 <sup>a</sup>	-,297	-,183	-,186
	SP16	,025	-,027	,109	,008	-,126	-,016	,053	,002	-,061	-,106	-,089	,019	,013	-,207	-,297	,838 <sup>a</sup>	-,191	-,109
	SP17	,023	-,025	-,033	,022	,049	-,026	-,072	,007	,023	,015	-,031	-,087	,134	-,188	-,183	-,191	,805 <sup>a</sup>	-,327

SP18	-,054	,064	-,057	-,048	,041	,025	,065	,020	,030	-,050	-,005	,045	-,119	,095	-,186	-,109	-,327	,809 <sup>a</sup>
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a. Measures of Sampling Adequacy(MSA)

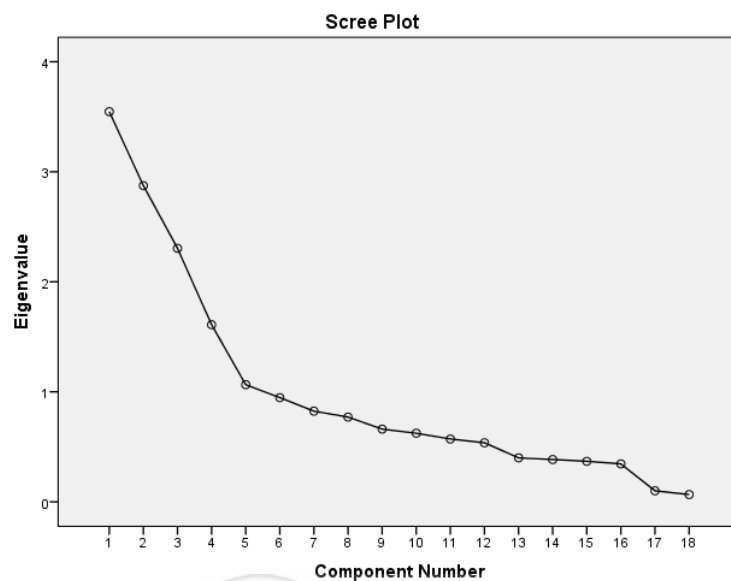
Communalities		
	Initial	Extraction
SP1	1,000	,700
SP2	1,000	,444
SP3	1,000	,925
SP4	1,000	,610
SP5	1,000	,924
SP6	1,000	,924
SP7	1,000	,427
SP8	1,000	,484
SP9	1,000	,455
SP10	1,000	,700
SP11	1,000	,698
SP12	1,000	,639
SP13	1,000	,556
SP14	1,000	,531
SP15	1,000	,684
SP16	1,000	,624
SP17	1,000	,611
SP18	1,000	,463

Extraction Method: Principal  
Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,546	19,702	19,702	3,546	19,702	19,702	2,874	15,969	15,969
2	2,874	15,964	35,666	2,874	15,964	35,666	2,857	15,870	31,839
3	2,304	12,801	48,468	2,304	12,801	48,468	2,615	14,527	46,366
4	1,610	8,944	57,412	1,610	8,944	57,412	1,788	9,934	56,300
5	1,065	5,918	63,329	1,065	5,918	63,329	1,265	7,029	63,329
6	,947	5,262	68,591						
7	,824	4,581	73,171						
8	,770	4,279	77,450						
9	,661	3,675	81,125						
10	,624	3,465	84,590						
11	,571	3,174	87,764						
12	,537	2,983	90,747						
13	,400	2,222	92,969						
14	,385	2,137	95,106						
15	,369	2,049	97,155						
16	,345	1,916	99,071						
17	,101	,559	99,629						
18	,067	,371	100,000						

Extraction Method: Principal Component Analysis.



**Component Matrix<sup>a</sup>**

	Component				
	1	2	3	4	5
SP16	,718	,041	-,185	,265	-,056
SP15	,698	-,057	-,323	,294	,040
SP17	,631	,050	-,311	,335	,029
SP12	,606	,060	,388	-,343	,013
SP18	,605	,030	-,224	,181	,114
SP10	,600	,114	,385	-,424	-,001
SP13	,597	,123	,366	-,200	-,101
SP11	,578	,045	,479	-,363	-,023
SP14	,550	,018	-,339	,309	-,133
SP3	-,110	,954	-,052	-,002	,023
SP6	-,097	,954	-,045	,014	,052
SP5	-,073	,951	,007	,082	-,085
SP9	-,020	-,205	,558	,305	-,090
SP2	,010	,216	,499	,385	-,016
SP4	-,032	,013	,498	,417	-,432
SP7	-,177	-,026	,404	,409	-,254
SP1	,013	,077	,314	,230	,736
SP8	-,010	-,107	,407	,317	,454

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

**Rotated Component Matrix<sup>a</sup>**

	Component				
	1	2	3	4	5
SP3	,960	-,041	-,002	-,048	-,001
SP6	,959	-,027	,001	-,048	,032
SP5	,956	,006	,014	,088	-,051
SP15	-,088	,810	,104	-,089	,016
SP17	,026	,777	,057	-,048	,021
SP16	,001	,758	,221	,024	-,031
SP14	,000	,715	,007	-,002	-,140
SP18	-,003	,644	,165	-,124	,081
SP10	,028	,092	,830	-,054	,012
SP11	-,040	,066	,829	,057	,043
SP12	-,022	,134	,786	-,009	,049
SP13	,048	,211	,703	,118	-,017
SP4	,017	-,015	,050	,775	-,085
SP7	-,007	-,094	-,101	,637	,036
SP9	-,209	-,095	,113	,589	,206
SP2	,214	,000	,097	,560	,275
SP1	,076	-,011	,035	,003	,832
SP8	-,105	-,025	,018	,250	,640

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 5 iterations.

**Component Transformation Matrix**

Component	1	2	3	4	5
1	-,084	,764	,637	-,065	,007
2	,995	,024	,101	-,011	-,002
3	-,038	-,410	,547	,640	,350
4	,049	,498	-,532	,614	,298
5	,001	-,012	-,042	-,458	,888

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

## Factor Analysis (Kualiti Perkhidmatan)

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
KUP1	4,2500	,66506	300
KUP2	4,2100	,71245	300
KUP3	4,2767	,69887	300
KUP4	4,2367	,73197	300
KUP5	4,1600	,75474	300
KUP6	4,1600	,79782	300
KUP7	4,1933	,71950	300
KUP8	4,3633	,66794	300
KUP9	4,3167	,72904	300
KUP10	4,1633	,76503	300
KUP11	4,2367	,75889	300
KUP12	4,1467	,80039	300
KUP13	4,0567	,78454	300
KUP14	4,1433	,67153	300
KUP15	4,1467	,65823	300
KUP16	4,0900	,70963	300
KUP17	4,1900	,68469	300
KUP18	4,0300	,73318	300
KUP19	3,9233	,81630	300
KUP20	4,0167	,75606	300

Correlation Matrix<sup>a</sup>

		KUP1	KUP2	KUP3	KUP4	KUP5	KUP6	KUP7	KUP8	KUP9	KUP10	KUP1 1	KUP1 2	KUP1 3	KUP1 4	KUP1 5	KUP1 6	KUP1 7	KUP1 8	KUP1 9	KUP2 0
Correlation	KUP1	1,000	,454	,527	,421	,346	,384	,185	,224	,209	,196	,187	,201	,268	,256	,260	,299	,233	,156	,140	,165
	KUP2	,454	1,000	,676	,514	,541	,482	,312	,162	,239	,293	,069	,216	,260	,175	,284	,267	,192	,199	,223	,217
	KUP3	,527	,676	1,000	,493	,480	,508	,372	,207	,307	,278	,135	,148	,228	,150	,253	,233	,211	,160	,207	,213
	KUP4	,421	,514	,493	1,000	,422	,450	,300	,241	,229	,295	,146	,146	,215	,162	,240	,261	,070	,062	,114	,162
	KUP5	,346	,541	,480	,422	1,000	,696	,282	,223	,260	,267	,173	,094	,137	,093	,215	,248	,090	,142	,183	,177
	KUP6	,384	,482	,508	,450	,696	1,000	,284	,229	,217	,171	,131	,099	,103	,076	,204	,187	,195	,146	,214	,123
	KUP7	,185	,312	,372	,300	,282	,284	1,000	,334	,329	,404	,198	,293	,336	,254	,251	,339	,170	,040	,105	,062
	KUP8	,224	,162	,207	,241	,223	,229	,334	1,000	,402	,401	,015	,094	,261	,234	,373	,248	,068	-,022	-,028	-,072
	KUP9	,209	,239	,307	,229	,260	,217	,329	,402	1,000	,333	,094	,104	,255	,255	,363	,274	,006	,026	,035	,015
	KUP10	,196	,293	,278	,295	,267	,171	,404	,401	,333	1,000	,267	,278	,536	,397	,470	,460	,177	,110	,036	,065
	KUP11	,187	,069	,135	,146	,173	,131	,198	,015	,094	,267	1,000	,433	,337	,235	,258	,308	,344	,149	,008	,081
	KUP12	,201	,216	,148	,146	,094	,099	,293	,094	,104	,278	,433	1,000	,487	,241	,321	,359	,456	,220	,089	,101
	KUP13	,268	,260	,228	,215	,137	,103	,336	,261	,255	,536	,337	,487	1,000	,607	,606	,652	,397	,189	,038	,111
	KUP14	,256	,175	,150	,162	,093	,076	,254	,234	,255	,397	,235	,241	,607	1,000	,482	,513	,246	,059	,008	,061
	KUP15	,260	,284	,253	,240	,215	,204	,251	,373	,363	,470	,258	,321	,606	,482	1,000	,673	,316	,123	,015	-,005
	KUP16	,299	,267	,233	,261	,248	,187	,339	,248	,274	,460	,308	,359	,652	,513	,673	1,000	,357	,162	-,069	-,022
	KUP17	,233	,192	,211	,070	,090	,195	,170	,068	,006	,177	,344	,456	,397	,246	,316	,357	1,000	,195	,086	-,006
	KUP18	,156	,199	,160	,062	,142	,146	,040	-,022	,026	,110	,149	,220	,189	,059	,123	,162	,195	1,000	,216	,259
	KUP19	,140	,223	,207	,114	,183	,214	,105	-,028	,035	,036	,008	,089	,038	,008	,015	-,069	,086	,216	1,000	,647
	KUP20	,165	,217	,213	,162	,177	,123	,062	-,072	,015	,065	,081	,101	,111	,061	-,005	-,022	-,006	,259	,647	1,000
Sig. (1-tailed)	KUP1		,000	,000	,000	,000	,000	,001	,000	,000	,000	,001	,000	,000	,000	,000	,000	,000	,003	,008	,002
	KUP2			,000	,000	,000	,000	,000	,002	,000	,000	,118	,000	,000	,001	,000	,000	,000	,000	,000	,000
	KUP3				,000	,000	,000	,000	,000	,000	,000	,010	,005	,000	,005	,000	,000	,000	,003	,000	,000
	KUP4					,000	,000	,000	,000	,000	,000	,006	,006	,000	,002	,000	,000	,113	,144	,024	,002
	KUP5						,000	,000	,000	,000	,000	,001	,052	,009	,054	,000	,000	,060	,007	,001	,001
	KUP6							,000	,000	,000	,002	,012	,043	,037	,096	,000	,001	,000	,006	,000	,017
	KUP7								,000	,000	,000	,000	,000	,000	,000	,000	,000	,002	,247	,035	,143
	KUP8									,000	,000	,401	,052	,000	,000	,000	,000	,120	,350	,312	,108
	KUP9										,000	,052	,037	,000	,000	,000	,000	,456	,327	,271	,400
	KUP10											,000	,000	,000	,000	,000	,000	,001	,028	,266	,132
	KUP11													,000	,000	,000	,000	,000	,005	,447	,082
	KUP12															,000	,000	,000	,000	,062	,040



KUP13	,000	,000	,000	,000	,009	,037	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,001	,255	,027
KUP14	,000	,001	,005	,002	,054	,096	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,154	,446	,146
KUP15	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,017	,399	,466
KUP16	,000	,000	,000	,000	,000	,001	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,002	,117	,355
KUP17	,000	,000	,000	,113	,060	,000	,002	,120	,456	,001	,000	,000	,000	,000	,000	,000	,000	,000	,069	,458
KUP18	,003	,000	,003	,144	,007	,006	,247	,350	,327	,028	,005	,000	,001	,154	,017	,002	,000	,000	,000	,000
KUP19	,008	,000	,000	,024	,001	,000	,035	,312	,271	,266	,447	,062	,255	,446	,399	,117	,069	,000	,000	,000
KUP20	,002	,000	,000	,002	,001	,017	,143	,108	,400	,132	,082	,040	,027	,146	,466	,355	,458	,000	,000	,000

a. Determinant = .000

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,841
Bartlett's Test of Sphericity	Approx. Chi-Square	2330,250
	df	190
	Sig.	,000

# Anti-image Matrices

		KUP1	KUP2	KUP3	KUP4	KUP5	KUP6	KUP7	KUP8	KUP9	KUP1 0	KUP1 1	KUP1 2	KUP1 3	KUP1 4	KUP1 5	KUP1 6	KUP1 7	KUP1 8	KUP1 9	KUP20
Anti-image Covariance	KUP1	,610	-,037	-,138	-,089	,003	-,036	,086	-,084	-,003	,055	-,042	-,025	-,001	-,073	,028	-,050	-,031	-,020	-,005	-,020
	KUP2	-,037	,418	-,172	-,103	-,108	,009	-,009	,055	,012	-,025	,111	-,061	-,008	-,010	-,031	,011	-,015	-,043	-,019	-8,678E-5
	KUP3	-,138	-,172	,414	-,047	,003	-,054	-,093	,021	-,072	-,016	-,016	,057	-,005	,034	-,010	,026	-,054	-,005	,010	-,033
	KUP4	-,089	-,103	-,047	,602	,006	-,088	-,028	-,039	,012	-,046	-,040	-,009	,002	,013	,005	-,033	,080	,061	,030	-,044
	KUP5	,003	-,108	,003	,006	,421	-,233	,004	-,022	-,033	-,047	-,076	,027	,022	,027	,020	-,054	,059	,001	,007	-,037
	KUP6	-,036	,009	-,054	-,088	-,233	,425	-,037	-,035	,007	,048	,006	,016	,022	,002	-,022	,018	-,079	-,032	-,057	,049
	KUP7	,086	-,009	-,093	-,028	,004	-,037	,646	-,110	-,082	-,084	-,027	-,100	-,017	-,026	,089	-,077	,017	,060	-,052	,028
	KUP8	-,084	,055	,021	-,039	-,022	-,035	-,110	,657	-,143	-,130	,106	,008	-,005	-,006	-,104	,055	-,004	,025	,018	,038
	KUP9	-,003	,012	-,072	,012	-,033	,007	-,082	-,143	,706	-,029	-,009	-,001	,005	-,045	-,085	,002	,099	,002	-,013	,021
	KUP10	,055	-,025	-,016	-,046	-,047	,048	-,084	-,130	-,029	,557	-,072	,010	-,100	-,029	-,038	-,019	,035	-,020	-,004	,003
	KUP11	-,042	,111	-,016	-,040	-,076	,006	-,027	,106	-,009	-,072	,693	-,172	-,002	-,029	-,023	-,005	-,108	-,025	,055	-,042
	KUP12	-,025	-,061	,057	-,009	,027	,016	-,100	,008	-,001	,010	-,172	,588	-,108	,064	-,010	,004	-,152	-,060	-,010	-,010
	KUP13	-,001	-,008	-,005	,002	,022	,022	-,017	-,005	,005	-,100	-,002	-,108	,354	-,152	-,066	-,092	-,054	-,026	,019	-,049
	KUP14	-,073	-,010	,034	,013	,027	,002	-,026	-,006	-,045	-,029	-,029	,064	-,152	,572	-,040	-,056	-,012	,051	,004	-,024
	KUP15	,028	-,031	-,010	,005	,020	-,022	,089	-,104	-,085	-,038	-,023	-,010	-,066	-,040	,426	-,169	-,022	,012	-,038	,033
	KUP16	-,050	,011	,026	-,033	-,054	,018	-,077	,055	,002	-,019	-,005	,004	-,092	-,056	-,169	,395	-,049	-,045	,059	,016
	KUP17	-,031	-,015	-,054	,080	,059	-,079	,017	-,004	,099	,035	-,108	-,152	-,054	-,012	-,022	-,049	,636	-,043	-,070	,088
	KUP18	-,020	-,043	-,005	,061	,001	-,032	,060	,025	,002	-,020	-,025	-,060	-,026	,051	,012	-,045	-,043	,842	-,033	-,094
	KUP19	-,005	-,019	,010	,030	,007	-,057	-,052	,018	-,013	-,004	,055	-,010	,019	,004	-,038	,059	-,070	-,033	,530	-,322
	KUP20	-,020	8,678E-5	-,033	-,044	-,037	,049	,028	,038	,021	,003	-,042	-,010	-,049	-,024	,033	,016	,088	-,094	-,322	,514
Anti-image Correlation	KUP1	,892 <sup>a</sup>	-,074	-,275	-,147	,007	-,070	,137	-,133	-,005	,095	-,065	-,042	-,002	-,124	,056	-,102	-,050	-,027	-,008	-,036
	KUP2	-,074	,854 <sup>a</sup>	-,415	-,206	-,258	,020	-,017	,106	,022	-,052	,207	-,122	-,021	-,021	-,075	,027	-,028	-,072	-,041	,000
	KUP3	-,275	-,415	,858 <sup>a</sup>	-,095	,007	-,129	-,180	,041	-,133	-,033	-,030	,116	-,012	,071	-,024	,065	-,105	-,008	,021	-,072
	KUP4	-,147	-,206	-,095	,912 <sup>a</sup>	,012	-,175	-,044	-,062	,018	-,080	-,062	-,015	,005	,022	,011	-,067	,129	,086	,053	-,079
	KUP5	,007	-,258	,007	,012	,802 <sup>a</sup>	-,550	,008	-,042	-,061	-,097	-,140	,054	,058	,055	,048	-,134	,114	,002	,015	-,079
	KUP6	-,070	,020	-,129	-,175	-,550	,803 <sup>a</sup>	-,071	-,067	,012	,099	,011	,033	,056	,005	-,052	,045	-,151	-,054	-,120	,104
	KUP7	,137	-,017	-,180	-,044	,008	-,071	,865 <sup>a</sup>	-,170	-,122	-,141	-,041	-,162	-,035	-,043	,170	-,152	,026	,082	-,089	,048
	KUP8	-,133	,106	,041	-,062	-,042	-,067	-,170	,814 <sup>a</sup>	-,210	-,215	,157	,012	-,010	-,009	-,197	,109	-,007	,034	,030	,065
	KUP9	-,005	,022	-,133	,018	-,061	,012	-,122	-,210	,890 <sup>a</sup>	-,046	-,013	-,002	,011	-,072	-,154	,004	,148	,003	-,021	,035
	KUP10	,095	-,052	-,033	-,080	-,097	,099	-,141	-,215	-,046	,910 <sup>a</sup>	-,116	,017	-,226	-,052	-,078	-,041	,060	-,029	-,008	,006
	KUP11	-,065	,207	-,030	-,062	-,140	,011	-,041	,157	-,013	-,116	,800 <sup>a</sup>	-,269	-,004	-,046	-,042	-,009	-,162	-,032	,090	-,071

KUP12	-,042	-,122	,116	-,015	,054	,033	-,162	,012	-,002	,017	-,269	,829 <sup>a</sup>	-,238	,110	-,019	,009	-,249	-,086	-,018	-,019
KUP13	-,002	-,021	-,012	,005	,058	,056	-,035	-,010	,011	-,226	-,004	-,238	,878 <sup>a</sup>	-,338	-,169	-,245	-,113	-,048	,045	-,114
KUP14	-,124	-,021	,071	,022	,055	,005	-,043	-,009	-,072	-,052	-,046	,110	-,338	,890 <sup>a</sup>	-,081	-,118	-,020	,074	,007	-,045
KUP15	,056	-,075	-,024	,011	,048	-,052	,170	-,197	-,154	-,078	-,042	-,019	-,169	-,081	,871 <sup>a</sup>	-,413	-,043	,020	-,081	,071
KUP16	-,102	,027	,065	-,067	-,134	,045	-,152	,109	,004	-,041	-,009	,009	-,245	-,118	-,413	,870 <sup>a</sup>	-,097	-,078	,129	,036
KUP17	-,050	-,028	-,105	,129	,114	-,151	,026	-,007	,148	,060	-,162	-,249	-,113	-,020	-,043	-,097	,812 <sup>a</sup>	-,059	-,121	,154
KUP18	-,027	-,072	-,008	,086	,002	-,054	,082	,034	,003	-,029	-,032	-,086	-,048	,074	,020	-,078	-,059	,859 <sup>a</sup>	-,049	-,144
KUP19	-,008	-,041	,021	,053	,015	-,120	-,089	,030	-,021	-,008	,090	-,018	,045	,007	-,081	,129	-,121	-,049	,605 <sup>a</sup>	-,617
KUP20	-,036	,000	-,072	-,079	-,079	,104	,048	,065	,035	,006	-,071	-,019	-,114	-,045	,071	,036	,154	-,144	-,617	,597 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)



**UUM**  
Universiti Utara Malaysia

**Communalities**

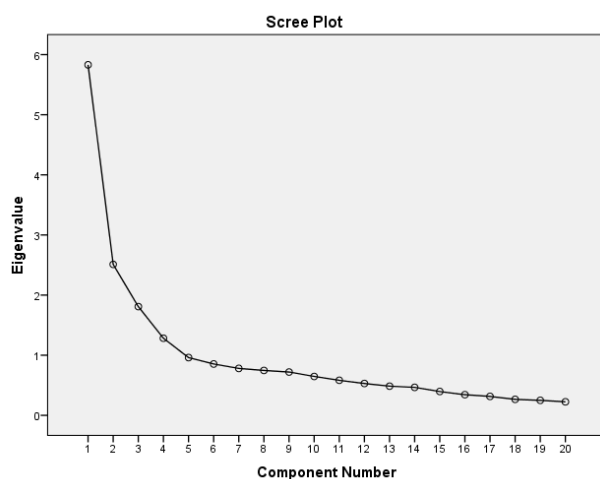
	Initial	Extraction
KUP1	1,000	,442
KUP2	1,000	,637
KUP3	1,000	,656
KUP4	1,000	,502
KUP5	1,000	,617
KUP6	1,000	,653
KUP7	1,000	,364
KUP8	1,000	,518
KUP9	1,000	,489
KUP10	1,000	,551
KUP11	1,000	,440
KUP12	1,000	,553
KUP13	1,000	,746
KUP14	1,000	,524
KUP15	1,000	,620
KUP16	1,000	,651
KUP17	1,000	,576
KUP18	1,000	,329
KUP19	1,000	,758
KUP20	1,000	,804

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,830	29,150	29,150	5,830	29,150	29,150	3,602	18,008	18,008
2	2,511	12,555	41,704	2,511	12,555	41,704	3,433	17,166	35,174
3	1,809	9,044	50,748	1,809	9,044	50,748	2,582	12,911	48,084
4	1,282	6,412	57,161	1,282	6,412	57,161	1,815	9,077	57,161
5	,961	4,803	61,964						
6	,854	4,270	66,233						
7	,781	3,903	70,136						
8	,747	3,735	73,871						
9	,721	3,604	77,475						
10	,647	3,236	80,711						
11	,583	2,913	83,623						
12	,530	2,650	86,274						
13	,486	2,428	88,701						
14	,465	2,327	91,028						
15	,396	1,981	93,010						
16	,343	1,716	94,726						
17	,315	1,573	96,298						
18	,265	1,327	97,626						
19	,250	1,249	98,875						
20	,225	1,125	100,000						

Extraction Method: Principal Component Analysis.



**Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
KUP13	,691	-,476	,164	,124
KUP16	,684	-,426	-,013	-,034
KUP15	,673	-,386	-,079	,107
KUP2	,654	,439	-,037	-,123
KUP3	,653	,452	-,088	-,130
KUP10	,637	-,251	-,140	,249
KUP1	,585	,253	,003	-,190
KUP4	,579	,349	-,190	-,097
KUP5	,579	,480	-,160	-,162
KUP7	,567	-,015	-,165	,122
KUP6	,558	,507	-,138	-,257
KUP14	,545	-,424	,014	,217
KUP12	,497	-,306	,413	-,206
KUP9	,481	-,025	-,389	,325
KUP17	,445	-,257	,385	-,405
KUP11	,416	-,261	,331	-,299
KUP20	,223	,421	,565	,508
KUP19	,212	,463	,520	,477
KUP18	,277	,104	,491	,010
KUP8	,453	-,103	-,478	,271

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

**Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
KUP6	,804	,043	,066	,035
KUP3	,772	,177	,099	,139
KUP5	,771	,126	,027	,071
KUP2	,749	,168	,133	,173
KUP4	,669	,229	,033	,039
KUP1	,594	,159	,242	,075
KUP10	,174	,697	,179	,056
KUP15	,138	,684	,362	-,038
KUP13	,027	,659	,549	,104
KUP14	-,025	,645	,324	,057
KUP8	,231	,644	-,182	-,128
KUP9	,262	,624	-,177	,000
KUP16	,150	,612	,495	-,093
KUP7	,338	,489	,094	,043
KUP17	,148	,052	,742	-,022
KUP12	,074	,200	,705	,107
KUP11	,104	,109	,646	,001
KUP20	,120	,018	,004	,888
KUP19	,163	-,008	-,030	,855
KUP18	,124	-,039	,370	,419

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 7 iterations.

**Component Transformation Matrix**

Component	1	2	3	4
1	,617	,636	,437	,152
2	,674	-,447	-,437	,394
3	-,232	-,354	,609	,671
4	-,333	,520	-,497	,609

## Factor Analysis (Imej)

**Descriptive Statistics**

	Mean	Std. Deviation	Analysis N
IK1	4,0900	,75085	300
IK2	4,1467	,73958	300
IK3	3,9900	,72456	300
IK4	4,0167	,70573	300
IK5	3,8633	,77890	300
IK6	3,9033	,72738	300
IK7	3,9833	,70573	300
IK8	4,0267	,67390	300
IK9	3,8333	,73532	300
IK10	3,9733	,69346	300
IK11	4,4733	,52619	300
IK12	4,4867	,52031	300





Correlation Matrix<sup>a</sup>

		IK1	IK2	IK3	IK4	IK5	IK6	IK7	IK8	IK9	IK10	IK11	IK12
Correlation	IK1	1,000	,554	,457	,477	,341	,359	,382	,445	,379	,390	,070	,119
	IK2	,554	1,000	,421	,418	,354	,375	,396	,381	,377	,405	,044	,092
	IK3	,457	,421	1,000	,726	,389	,512	,510	,507	,374	,445	,126	,119
	IK4	,477	,418	,726	1,000	,430	,557	,464	,470	,353	,493	,186	,196
	IK5	,341	,354	,389	,430	1,000	,644	,379	,377	,410	,408	,150	,090
	IK6	,359	,375	,512	,557	,644	1,000	,525	,517	,489	,512	,172	,204
	IK7	,382	,396	,510	,464	,379	,525	1,000	,767	,620	,655	,147	,213
	IK8	,445	,381	,507	,470	,377	,517	,767	1,000	,549	,638	,125	,182
	IK9	,379	,377	,374	,353	,410	,489	,620	,549	1,000	,660	,187	,178
	IK10	,390	,405	,445	,493	,408	,512	,655	,638	,660	1,000	,154	,212
	IK11	,070	,044	,126	,186	,150	,172	,147	,125	,187	,154	1,000	,561
	IK12	,119	,092	,119	,196	,090	,204	,213	,182	,178	,212	,561	1,000
Sig. (1-tailed)	IK1		,000	,000	,000	,000	,000	,000	,000	,000	,000	,115	,020
	IK2			,000	,000	,000	,000	,000	,000	,000	,000	,221	,056
	IK3				,000	,000	,000	,000	,000	,000	,000	,014	,019
	IK4					,000	,000	,000	,000	,000	,000	,001	,000
	IK5						,000	,000	,000	,000	,000	,005	,059
	IK6							,000	,000	,000	,000	,001	,000
	IK7								,000	,000	,000	,005	,000
	IK8									,000	,000	,015	,001
	IK9										,000	,001	,001
	IK10											,004	,000
	IK11												,000
	IK12												

a. Determinant = .003

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,862
Bartlett's Test of Sphericity	Approx. Chi-Square
	1745,227
	df
	66
	Sig.
	,000

# Anti-image Matrices

		IK1	IK2	IK3	IK4	IK5	IK6	IK7	IK8	IK9	IK10	IK11	IK12
Anti-image Covariance	IK1	,578	-,226	-,037	-,074	-,037	,031	,034	-,077	-,053	,012	,027	-,024
	IK2	-,226	,617	-,039	-,017	-,047	-,010	-,029	,020	-,027	-,036	,035	-,003
	IK3	-,037	-,039	,414	-,216	,003	-,032	-,046	-,033	-,001	,024	-,009	,040
	IK4	-,074	-,017	-,216	,387	-,020	-,075	,004	,007	,054	-,071	-,034	-,025
	IK5	-,037	-,047	,003	-,020	,550	-,230	,011	,007	-,039	-,017	-,056	,068
	IK6	,031	-,010	-,032	-,075	-,230	,427	-,025	-,036	-,047	-,013	,017	-,051
	IK7	,034	-,029	-,046	,004	,011	-,025	,326	-,176	-,091	-,056	,012	-,032
	IK8	-,077	,020	-,033	,007	,007	-,036	-,176	,353	,002	-,075	,006	,001
	IK9	-,053	-,027	-,001	,054	-,039	-,047	-,091	,002	,467	-,163	-,061	,023
	IK10	,012	-,036	,024	-,071	-,017	-,013	-,056	-,075	-,163	,407	,019	-,033
	IK11	,027	,035	-,009	-,034	-,056	,017	,012	,006	-,061	,019	,661	-,356
	IK12	-,024	-,003	,040	-,025	,068	-,051	-,032	,001	,023	-,033	-,356	,650
Anti-image Correlation	IK1	,877 <sup>a</sup>	-,378	-,075	-,157	-,066	,062	,079	-,170	-,102	,025	,043	-,039
	IK2	-,378	,899 <sup>a</sup>	-,076	-,035	-,080	-,020	-,065	,043	-,051	-,072	,055	-,005
	IK3	-,075	-,076	,866 <sup>a</sup>	-,540	,007	-,077	-,125	-,086	-,003	,059	-,018	,077
	IK4	-,157	-,035	-,540	,849 <sup>a</sup>	-,044	-,185	,011	,018	,126	-,179	-,067	-,049
	IK5	-,066	-,080	,007	-,044	,860 <sup>a</sup>	-,474	,026	,015	-,078	-,036	-,092	,113
	IK6	,062	-,020	-,077	-,185	-,474	,886 <sup>a</sup>	-,067	-,092	-,106	-,030	,031	-,097
	IK7	,079	-,065	-,125	,011	,026	-,067	,874 <sup>a</sup>	-,520	-,234	-,152	,025	-,070
	IK8	-,170	,043	-,086	,018	,015	-,092	-,520	,878 <sup>a</sup>	,005	-,199	,013	,002
	IK9	-,102	-,051	-,003	,126	-,078	-,106	-,234	,005	,894 <sup>a</sup>	-,374	-,109	,041
	IK10	,025	-,072	,059	-,179	-,036	-,030	-,152	-,199	-,374	,909 <sup>a</sup>	,037	-,064
	IK11	,043	,055	-,018	-,067	-,092	,031	,025	,013	-,109	,037	,613 <sup>a</sup>	-,543
	IK12	-,039	-,005	,077	-,049	,113	-,097	-,070	,002	,041	-,064	-,543	,638 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
IK1	1,000	,547
IK2	1,000	,510
IK3	1,000	,657
IK4	1,000	,710
IK5	1,000	,435
IK6	1,000	,581
IK7	1,000	,780
IK8	1,000	,726
IK9	1,000	,693
IK10	1,000	,729
IK11	1,000	,785
IK12	1,000	,760

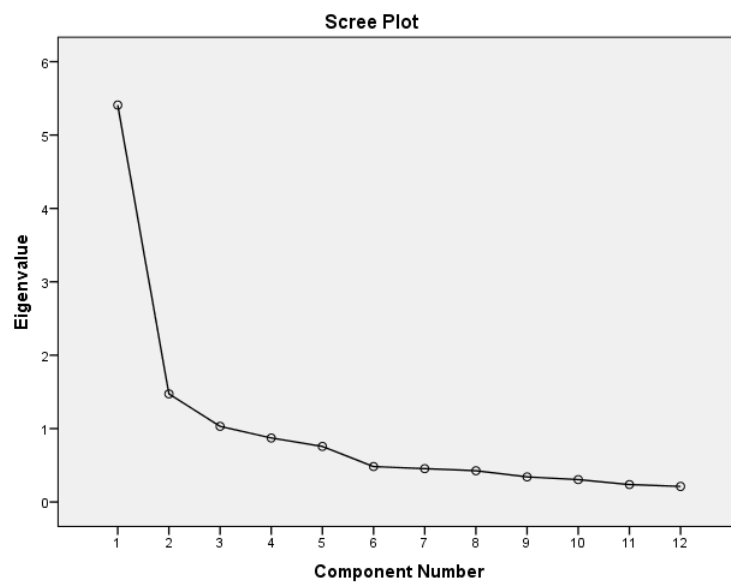
Extraction Method: Principal Component  
Analysis.



**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,408	45,070	45,070	5,408	45,070	45,070	3,208	26,735	26,735
2	1,474	12,281	57,351	1,474	12,281	57,351	3,088	25,731	52,466
3	1,031	8,588	65,940	1,031	8,588	65,940	1,617	13,474	65,940
4	,872	7,268	73,208						
5	,757	6,308	79,516						
6	,482	4,021	83,537						
7	,454	3,783	87,319						
8	,426	3,550	90,869						
9	,341	2,845	93,715						
10	,305	2,539	96,254						
11	,238	1,979	98,233						
12	,212	1,767	100,000						

Extraction Method: Principal Component Analysis.



**Component Matrix<sup>a</sup>**

	Component		
	1	2	3
IK7	,797	-,011	-,380
IK8	,787	-,056	-,322
IK10	,782	,001	-,343
IK6	,759	,000	,074
IK4	,744	-,041	,394
IK3	,731	-,131	,326
IK9	,723	,027	-,411
IK5	,637	-,067	,155
IK1	,637	-,196	,320
IK2	,618	-,228	,274
IK11	,265	,833	,142
IK12	,303	,814	,081

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

**Rotated Component Matrix<sup>a</sup>**

	Component		
	1	2	3
IK4	,794	,224	,171
IK3	,763	,266	,071
IK1	,710	,207	-,011
IK2	,674	,228	-,053
IK6	,581	,466	,162
IK5	,567	,325	,087
IK7	,308	,823	,086
IK9	,226	,795	,103
IK10	,319	,786	,101
IK8	,351	,775	,050
IK11	,068	,063	,881
IK12	,058	,134	,860

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.<sup>a</sup>

a. Rotation converged in 5 iterations.

**Component Transformation Matrix**

Component	1	2	3
1	,701	,685	,198
2	-,255	-,019	,967
3	,666	-,728	,162

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

## Factor Analysis (Nilai)

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
NP1	4,0233	,71495	300
NP2	3,9867	,77145	300
NP3	4,0033	,75180	300
NP4	3,9633	,72830	300
NP5	4,2100	,68371	300
NP6	4,1167	,73815	300
NP7	4,1800	,69465	300
NP8	4,3033	,62660	300
NP9	4,4233	,54631	300
NP10	4,3800	,61931	300
NP11	4,3233	,66352	300
NP12	4,3433	,63782	300
NP13	4,3100	,64959	300
NP14	3,8967	,72184	300

Correlation Matrix <sup>a</sup>															
		NP1	NP2	NP3	NP4	NP5	NP6	NP7	NP8	NP9	NP10	NP11	NP12	NP13	NP14
Correlation	NP1	1,000	,231	,392	,181	,223	,109	,140	,066	,069	,086	,012	,034	,100	,044
	NP2	,231	1,000	,363	,267	,158	,167	,023	,036	-,002	,011	-,109	,050	-,112	,076
	NP3	,392	,363	1,000	,330	,226	,168	,185	-,031	,135	,055	-,036	-,023	-,043	,050
	NP4	,181	,267	,330	1,000	,311	,201	,218	,134	,081	,038	,011	,171	-,117	,107
	NP5	,223	,158	,226	,311	1,000	,342	,343	,062	,128	,151	-,040	,049	-,012	,085
	NP6	,109	,167	,168	,201	,342	1,000	,429	,053	,234	,056	,066	,085	-,027	,117
	NP7	,140	,023	,185	,218	,343	,429	1,000	,105	,169	,097	-,069	,011	,032	,117
	NP8	,066	,036	-,031	,134	,062	,053	,105	1,000	,395	,167	,117	,333	,204	,084
	NP9	,069	-,002	,135	,081	,128	,234	,169	,395	1,000	,126	,156	,301	,119	,010
	NP10	,086	,011	,055	,038	,151	,056	,097	,167	,126	1,000	,245	,177	,180	,170
	NP11	,012	-,109	-,036	,011	-,040	,066	-,069	,117	,156	,245	1,000	,132	,124	-,028
	NP12	,034	,050	-,023	,171	,049	,085	,011	,333	,301	,177	,132	1,000	,178	,026
	NP13	,100	-,112	-,043	-,117	-,012	-,027	,032	,204	,119	,180	,124	,178	1,000	-,081
	NP14	,044	,076	,050	,107	,085	,117	,117	,084	,010	,170	-,028	,026	-,081	1,000
Sig. (1-tailed)	NP1		,000	,000	,001	,000	,030	,008	,126	,117	,069	,416	,280	,043	,226
	NP2	,000		,000	,000	,003	,002	,344	,267	,483	,427	,029	,194	,026	,096
	NP3	,000	,000		,000	,000	,002	,001	,299	,010	,172	,269	,344	,228	,194
	NP4	,001	,000	,000		,000	,000	,000	,010	,080	,254	,426	,001	,021	,032
	NP5	,000	,003	,000	,000		,000	,000	,144	,013	,005	,247	,200	,421	,071
	NP6	,030	,002	,002	,000	,000		,000	,178	,000	,165	,127	,071	,322	,022
	NP7	,008	,344	,001	,000	,000	,000		,035	,002	,047	,118	,425	,293	,021
	NP8	,126	,267	,299	,010	,144	,178	,035		,000	,002	,021	,000	,000	,073
	NP9	,117	,483	,010	,080	,013	,000	,002	,000		,015	,003	,000	,020	,435
	NP10	,069	,427	,172	,254	,005	,165	,047	,002	,015		,000	,001	,001	,002
	NP11	,416	,029	,269	,426	,247	,127	,118	,021	,003	,000		,011	,016	,316
	NP12	,280	,194	,344	,001	,200	,071	,425	,000	,000	,001	,011		,001	,324
	NP13	,043	,026	,228	,021	,421	,322	,293	,000	,020	,001	,016	,001		,080
	NP14	,226	,096	,194	,032	,071	,022	,021	,073	,435	,002	,316	,324	,080	

a. Determinant = .143



**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,672
Bartlett's Test of Sphericity	Approx. Chi-Square	570,952
	df	91
	Sig.	,000



**UUM**  
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		Anti-image Matrices													
		NP1	NP2	NP3	NP4	NP5	NP6	NP7	NP8	NP9	NP10	NP11	NP12	NP13	NP14
Anti-image Covariance	NP1	,800	-,083	-,224	-,009	-,093	,014	-,026	-,032	,022	-,011	-,023	,002	-,101	-,010
	NP2	-,083	,785	-,193	-,094	-,019	-,109	,106	-,053	,065	-,011	,099	-,039	,074	-,020
	NP3	-,224	-,193	,683	-,158	-,018	,007	-,053	,098	-,120	-,027	,012	,073	,002	,007
	NP4	-,009	-,094	-,158	,746	-,147	-,013	-,075	-,084	,058	,043	-,046	-,134	,115	-,038
	NP5	-,093	-,019	-,018	-,147	,752	-,144	-,124	,013	-,026	-,106	,063	,019	,006	,010
	NP6	,014	-,109	,007	-,013	-,144	,713	-,250	,062	-,121	,044	-,095	-,030	,022	-,059
	NP7	-,026	,106	-,053	-,075	-,124	-,250	,721	-,049	-,035	-,045	,106	,060	-,037	-,040
	NP8	-,032	-,053	,098	-,084	,013	,062	-,049	,739	-,245	-,044	-,022	-,139	-,114	-,066
	NP9	,022	,065	-,120	,058	-,026	-,121	-,035	-,245	,732	-,001	-,072	-,149	,000	,040
	NP10	-,011	-,011	-,027	,043	-,106	,044	-,045	-,044	-,001	,838	-,201	-,084	-,110	-,158
	NP11	-,023	,099	,012	-,046	,063	-,095	,106	-,022	-,072	-,201	,873	-,025	-,042	,054
	NP12	,002	-,039	,073	-,134	,019	-,030	,060	-,139	-,149	-,084	-,025	,797	-,103	,008
	NP13	-,101	,074	,002	,115	,006	,022	-,037	-,114	,000	-,110	-,042	-,103	,864	,095
	NP14	-,010	-,020	,007	-,038	,010	-,059	-,040	-,066	,040	-,158	,054	,008	,095	,928
Anti-image Correlation	NP1	,718 <sup>a</sup>	-,104	-,304	-,011	-,119	,019	-,035	-,042	,028	-,013	-,028	,003	-,122	-,011
	NP2	-,104	,663 <sup>a</sup>	-,264	-,123	-,024	-,145	,141	-,070	,086	-,014	,120	-,050	,090	-,024
	NP3	-,304	-,264	,660 <sup>a</sup>	-,221	-,025	,010	-,075	,138	-,170	-,036	,016	,098	,002	,008
	NP4	-,011	-,123	-,221	,714 <sup>a</sup>	-,196	-,018	-,102	-,113	,079	,055	-,057	-,174	,143	-,046
	NP5	-,119	-,024	-,025	-,196	,777 <sup>a</sup>	-,196	-,169	,017	-,035	-,134	,077	,025	,008	,012
	NP6	,019	-,145	,010	-,018	-,196	,671 <sup>a</sup>	-,349	,085	-,168	,057	-,120	-,040	,028	-,072
	NP7	-,035	,141	-,075	-,102	-,169	-,349	,676 <sup>a</sup>	-,067	-,048	-,058	,133	,079	-,047	-,049
	NP8	-,042	-,070	,138	-,113	,017	,085	-,067	,640 <sup>a</sup>	-,333	-,056	-,027	-,181	-,143	-,079
	NP9	,028	,086	-,170	,079	-,035	-,168	-,048	-,333	,648 <sup>a</sup>	-,002	-,091	-,195	,001	,048
	NP10	-,013	-,014	-,036	,055	-,134	,057	-,058	-,056	-,002	,624 <sup>a</sup>	-,235	-,103	-,129	-,179
	NP11	-,028	,120	,016	-,057	,077	-,120	,133	-,027	-,091	-,235	,549 <sup>a</sup>	-,030	-,049	,060
	NP12	,003	-,050	,098	-,174	,025	-,040	,079	-,181	-,195	-,103	-,030	,686 <sup>a</sup>	-,124	,009
	NP13	-,122	,090	,002	,143	,008	,028	-,047	-,143	,001	-,129	-,049	-,124	,618 <sup>a</sup>	,106
	NP14	-,011	-,024	,008	-,046	,012	-,072	-,049	-,079	,048	-,179	,060	,009	,106	,603 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
NP1	1,000	,602
NP2	1,000	,569
NP3	1,000	,627
NP4	1,000	,491
NP5	1,000	,497
NP6	1,000	,587
NP7	1,000	,667
NP8	1,000	,590
NP9	1,000	,563
NP10	1,000	,673
NP11	1,000	,375
NP12	1,000	,569
NP13	1,000	,558
NP14	1,000	,678

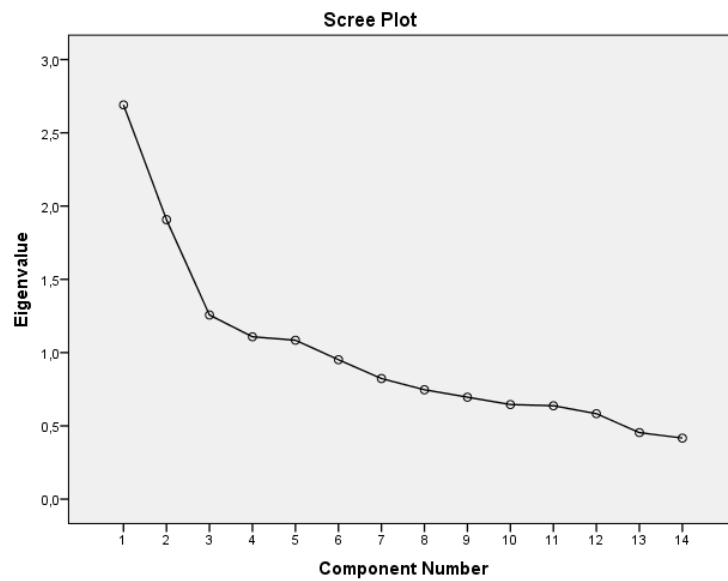
Extraction Method: Principal Component  
Analysis.



**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,690	19,217	19,217	2,690	19,217	19,217	1,889	13,495	13,495
2	1,907	13,624	32,841	1,907	13,624	32,841	1,850	13,213	26,709
3	1,257	8,977	41,818	1,257	8,977	41,818	1,736	12,400	39,108
4	1,108	7,914	49,732	1,108	7,914	49,732	1,420	10,144	49,252
5	1,085	7,747	57,479	1,085	7,747	57,479	1,152	8,227	57,479
6	,951	6,796	64,275						
7	,823	5,879	70,154						
8	,746	5,331	75,486						
9	,696	4,969	80,455						
10	,645	4,609	85,064						
11	,637	4,553	89,617						
12	,583	4,164	93,781						
13	,454	3,243	97,024						
14	,417	2,976	100,000						

Extraction Method: Principal Component Analysis.



**Component Matrix<sup>a</sup>**

	Component				
	1	2	3	4	5
NP5	,608	-,187	-,255	,133	-,100
NP6	,581	-,088	-,473	-,019	-,131
NP4	,580	-,220	,125	-,240	,184
NP7	,554	-,103	-,543	,084	-,218
NP3	,552	-,382	,388	,113	-,116
NP1	,478	-,184	,435	,317	-,225
NP8	,371	,568	,096	-,339	,068
NP12	,332	,532	,186	-,357	,119
NP13	,084	,516	,164	,328	-,387
NP11	,097	,476	,090	,350	,092
NP9	,458	,471	-,053	-,312	-,178
NP2	,415	-,385	,437	-,169	,169
NP10	,317	,395	,034	,543	,348
NP14	,246	-,043	-,208	,137	,744

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

**Rotated Component Matrix<sup>a</sup>**

	Component				
	1	2	3	4	5
NP3	,767	,186	-,042	,007	-,048
NP2	,691	-,045	,091	-,196	,206
NP1	,685	,130	-,065	,257	-,213
NP4	,502	,241	,270	-,166	,285
NP7	,025	,816	,029	,009	,002
NP6	,070	,748	,126	-,038	,076
NP5	,286	,637	,012	,062	,075
NP8	,006	,035	,753	,147	,023
NP12	,055	-,064	,737	,123	,053
NP9	,009	,278	,676	,077	-,152
NP10	,069	,092	,085	,756	,284
NP11	-,069	-,053	,158	,585	-,009
NP13	-,034	,010	,180	,535	-,488
NP14	,018	,122	-,001	,199	,790

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 6 iterations.

**Component Transformation Matrix**

Component	1	2	3	4	5
1	,594	,644	,419	,182	,153
2	-,443	-,142	,659	,568	-,165
3	,667	-,692	,136	,129	-,205
4	,077	,114	-,607	,781	-,043
5	-,025	-,272	,048	,133	,952

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

## Factor Analysis (Kesetiaan Pelanggan)

**Descriptive Statistics**

	Mean	Std. Deviation	Analysis N
KP1	4,0433	,71869	300
KP2	3,9833	,79066	300
KP3	4,1233	,72333	300
KP4	4,0933	,73922	300
KP5	4,1267	,72506	300
KP6	3,9733	,74911	300

**Correlation Matrix<sup>a</sup>**

		KP1	KP2	KP3	KP4	KP5	KP6
Correlation	KP1	1,000	,248	,324	,332	,471	,114
	KP2	,248	1,000	,431	,489	,377	,270
	KP3	,324	,431	1,000	,491	,468	,309
	KP4	,332	,489	,491	1,000	,346	,306
	KP5	,471	,377	,468	,346	1,000	,289
	KP6	,114	,270	,309	,306	,289	1,000
Sig. (1-tailed)	KP1		,000	,000	,000	,000	,024
	KP2	,000		,000	,000	,000	,000
	KP3	,000	,000		,000	,000	,000
	KP4	,000	,000	,000		,000	,000
	KP5	,000	,000	,000	,000		,000
	KP6	,024	,000	,000	,000	,000	

a. Determinant = .250

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,791
Bartlett's Test of Sphericity	Approx. Chi-Square
	410,296
	df
	15
	Sig.
	,000

**Anti-image Matrices**

		KP1	KP2	KP3	KP4	KP5	KP6
Anti-image Covariance	KP1	,738	,001	-,046	-,116	-,249	,067
	KP2	,001	,686	-,108	-,206	-,103	-,059
	KP3	-,046	-,108	,627	-,173	-,160	-,085
	KP4	-,116	-,206	-,173	,630	,004	-,105
	KP5	-,249	-,103	-,160	,004	,629	-,112
	KP6	,067	-,059	-,085	-,105	-,112	,843
Anti-image Correlation	KP1	,746 <sup>a</sup>	,001	-,068	-,170	-,366	,085
	KP2	,001	,818 <sup>a</sup>	-,165	-,313	-,157	-,077
	KP3	-,068	-,165	,820 <sup>a</sup>	-,275	-,255	-,117
	KP4	-,170	-,313	-,275	,783 <sup>a</sup>	,006	-,144
	KP5	-,366	-,157	-,255	,006	,761 <sup>a</sup>	-,155
	KP6	,085	-,077	-,117	-,144	-,155	,834 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
KP1	1,000	,359
KP2	1,000	,493
KP3	1,000	,581
KP4	1,000	,551
KP5	1,000	,536
KP6	1,000	,271

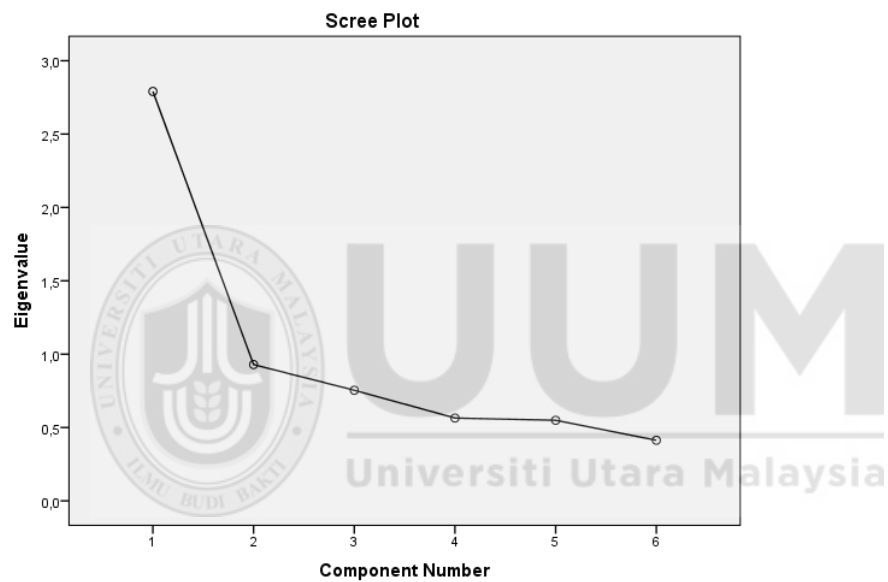
Extraction Method: Principal Component Analysis.



**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,790	46,507	46,507	2,790	46,507	46,507
2	,929	15,484	61,991			
3	,754	12,564	74,554			
4	,565	9,409	83,963			
5	,549	9,153	93,116			
6	,413	6,884	100,000			

Extraction Method: Principal Component Analysis.



**Component Matrix<sup>a</sup>**

	Component
	1
KP3	,762
KP4	,743
KP5	,732
KP2	,702
KP1	,599
KP6	,521

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

## Lampiran 2. Ujian Kebolehpercayaan (*Reliability Test*)

### Reliability (Strategi Pemasaran)

Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	300	100,0
	Excluded <sup>a</sup>	0	,0
	Total	300	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,682	18

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SP1	69,8467	24,732	,122	,685
SP2	69,6600	24,285	,236	,673
SP3	70,0267	23,979	,221	,675
SP4	69,7033	24,805	,134	,683
SP5	70,0567	23,559	,277	,669
SP6	70,0533	23,863	,236	,673
SP7	69,8367	25,435	,024	,695
SP8	69,8800	24,976	,086	,689
SP9	69,8233	25,062	,078	,689
SP10	69,9833	22,645	,406	,653
SP11	70,0567	22,682	,415	,653
SP12	70,0333	22,648	,414	,653
SP13	70,0433	22,008	,450	,646
SP14	69,8100	23,539	,255	,671
SP15	69,8233	23,256	,338	,662
SP16	69,8200	22,650	,431	,651
SP17	69,8800	22,915	,351	,660
SP18	69,8900	23,296	,316	,664

## Reliability (Kualiti Perkhidmatan)

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	300	100,0
	Excluded <sup>a</sup>	0	,0
	Total	300	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,860	20

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KUP1	79,0600	53,180	,512	,851
KUP2	79,1000	52,070	,585	,848
KUP3	79,0333	52,193	,585	,849
KUP4	79,0733	52,791	,495	,852
KUP5	79,1500	52,429	,512	,851
KUP6	79,1500	52,302	,490	,852
KUP7	79,1167	52,980	,486	,852
KUP8	78,9467	54,673	,351	,857
KUP9	78,9933	53,913	,387	,856
KUP10	79,1467	52,012	,543	,850
KUP11	79,0733	54,061	,354	,857
KUP12	79,1633	52,873	,436	,854
KUP13	79,2533	51,200	,603	,847
KUP14	79,1667	53,745	,446	,854
KUP15	79,1633	52,692	,572	,849
KUP16	79,2200	52,192	,575	,849
KUP17	79,1200	54,293	,379	,856
KUP18	79,2800	55,232	,259	,861
KUP19	79,3867	55,181	,226	,863
KUP20	79,2933	55,318	,240	,862

## Reliability (Imej)

Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	300	100,0
	Excluded <sup>a</sup>	0	,0
	Total	300	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,884	12

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IK1	44,6967	25,690	,556	,876
IK2	44,6400	25,903	,537	,877
IK3	44,7967	25,246	,648	,871
IK4	44,7700	25,221	,673	,869
IK5	44,9233	25,516	,555	,877
IK6	44,8833	24,953	,689	,868
IK7	44,8033	24,955	,714	,867
IK8	44,7600	25,273	,703	,868
IK9	44,9533	25,222	,640	,871
IK10	44,8133	25,122	,703	,867
IK11	44,3133	28,871	,237	,890
IK12	44,3000	28,712	,270	,889

## Reliability (Nilai)

Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	300	100,0
	Excluded <sup>a</sup>	0	,0
	Total	300	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,645	14

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NP1	54,4400	14,134	,317	,620
NP2	54,4767	14,444	,223	,636
NP3	54,4600	13,881	,340	,615
NP4	54,5000	13,829	,367	,611
NP5	54,2533	13,929	,383	,609
NP6	54,3467	13,779	,370	,610
NP7	54,2833	14,130	,333	,617
NP8	54,1600	14,570	,290	,625
NP9	54,0400	14,641	,337	,620
NP10	54,0833	14,679	,271	,627
NP11	54,1400	15,465	,085	,655
NP12	54,1200	14,695	,255	,630
NP13	54,1533	15,535	,077	,655
NP14	54,5667	15,049	,139	,648

## Reliability (Kesetiaan Pengguna)

Scale: ALL VARIABLES

**Case Processing Summary**

	N	%
Cases Valid	300	100,0
Excluded <sup>a</sup>	0	,0
Total	300	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,764	6

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	20,3000	6,973	,418	,751
KP2	20,3600	6,352	,527	,724
KP3	20,2200	6,373	,597	,706
KP4	20,2500	6,369	,579	,710
KP5	20,2167	6,451	,570	,713
KP6	20,3700	7,083	,359	,767

### Lampiran 3. Analisis Deskriptif

#### Frequency Table

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	126	42,0	42,0	42,0
	Perempuan	174	58,0	58,0	100,0
	Total	300	100,0	100,0	

		Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kawin	87	29,0	29,0	29,0
	Belum Kawin	213	71,0	71,0	100,0
	Total	300	100,0	100,0	

		Umur			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25 Tahun	20	6,7	6,7	6,7
	26-35 Tahun	95	31,7	31,7	38,3
	36-45 Tahun	91	30,3	30,3	68,7
	46-55 Tahun	83	27,7	27,7	96,3
	> 50 Tahun	11	3,7	3,7	100,0
	Total	300	100,0	100,0	

#### Peringkat Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sekolah Menengah Atas	28	9,3	9,3	9,3
	Diploma	25	8,3	8,3	17,7
	Degree	157	52,3	52,3	70,0
	Master	74	24,7	24,7	94,7
	Doktor/PhD	16	5,3	5,3	100,0
	Total	300	100,0	100,0	

#### Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Negeri	175	58,3	58,3	58,3
	Ibu Rumah Tangga	21	7,0	7,0	65,3
	Askar/Polis	4	1,3	1,3	66,7
	Pensyarah	6	2,0	2,0	68,7
	Pelajar	51	17,0	17,0	85,7
	Wiraswasta	43	14,3	14,3	100,0
	Total	300	100,0	100,0	

#### Pendapatan Bulanan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 1,000,000	40	13,3	13,3	13,3
	Rp 1,000,000 - 3,000,000	31	10,3	10,3	23,7
	Rp 4,000,000 - 6,000,000	147	49,0	49,0	72,7
	Rp 6,000,000 - 8,000,000	51	17,0	17,0	89,7
	Rp 8,000,000 - 10,000,000	21	7,0	7,0	96,7
	> Rp 10,000,000	10	3,3	3,3	100,0
	Total	300	100,0	100,0	



**Frekuensi Belian**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 kali seminggu	18	6,0	6,0	6,0
	1 minggu sekali	53	17,7	17,7	23,7
	2 minggu sekali	88	29,3	29,3	53,0
	1 bulan sekali	88	29,3	29,3	82,3
	Tidak tentu	53	17,7	17,7	100,0
	Total	300	100,0	100,0	

**Sumber Maklumat**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tahu Sendiri	24	8,0	8,0	8,0
	Rakan	18	6,0	6,0	14,0
	Iklan	30	10,0	10,0	24,0
	Saudara Mara	228	76,0	76,0	100,0
	Total	300	100,0	100,0	

**Jarak**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 Km	153	51,0	51,0	51,0
	1 - 3 Km	126	42,0	42,0	93,0
	3 - 5 Km	20	6,7	6,7	99,7
	> 5 Km	1	,3	,3	100,0
	Total	300	100,0	100,0	

#### Lampiran 4. Hasil Regresi Linier Model Jalur Sub Struktur Pertama

### Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Imej, Kualiti Perkhidmatan, Strategi Pemasaran <sup>b</sup>		Enter

a. Dependent Variable: Nilai Pelanggan

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,765 <sup>a</sup>	,585	,581	,18483

a. Predictors: (Constant), Imej, Kualiti Perkhidmatan, Strategi Pemasaran

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,254	3	4,751	139,085	,000 <sup>b</sup>
	Residual	10,112	296	,034		
	Total	24,366	299			

a. Dependent Variable: Nilai

b. Predictors: (Constant), Imej, Kualiti Perkhidmatan, Strategi Pemasaran

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	1,981	,145	13,688	,000
	Strategi Pemasaran	,506	,051	,573	,000
	Kualiti Perkhidmatan	,210	,034	,281	,000
	Imej	,245	,033	,379	,000

a. Dependent Variable: Nilai



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## Lampiran 6. Hasil Regresi Linier Model Jalur Sub Struktur Kedua

### Regression (Tanpa Var. Nilai)

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Imej, Kualiti Perkhidmatan, Strategi Pemasaran <sup>b</sup>		Enter

a. Dependent Variable: Kesetiaan Pengguna

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,582 <sup>a</sup>	,339	,333	,38589

a. Predictors: (Constant), Imej, Kualiti Perkhidmatan, Strategi Pemasaran

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,632	3	7,544	50,662	,000 <sup>b</sup>
	Residual	44,077	296	,149		
	Total	66,710	299			

a. Dependent Variable: Kesetiaan Pengguna

b. Predictors: (Constant), Imej, Kualiti Perkhidmatan, Strategi Pemasaran

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,646	,302		2,137	,033
	Strategi Pemasaran	,387	,106	,265	3,643	,000
	Kualiti Perkhidmatan	,153	,071	,124	2,164	,031
	Imej	,309	,070	,289	4,435	,000

a. Dependent Variable: Kesetiaan Pengguna



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## Lampiran 7. Hasil Regresi Mudah

### Regression

**Variables Entered/Removed<sup>a</sup>**

	Variables Entered	Variables Removed	Method
1	Nilai <sup>b</sup>	.	Enter

a. Dependent Variable: Kesetiaan Pengguna

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,463 <sup>a</sup>	,215	,212	,41926

a. Predictors: (Constant), Nilai

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,327	1	14,327	81,508	,000 <sup>b</sup>
	Residual	52,382	298	,176		
	Total	66,710	299			

a. Dependent Variable: Kesetiaan Pengguna

b. Predictors: (Constant), Nilai

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,924	,357		2,592	,010
	Nilai	,767	,085	,463	9,028	,000

a. Dependent Variable: Kesetiaan Pengguna

**Lampiran 8. Hasil Regresi Rumusan Ujian Perantara (Nilai) dalam Hubungan antara Strategi Pemasaran, Kualiti Perkhidmatan, Imej dan Kesetiaan Pengguna**

**Regression**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Imej, Kualiti Perkhidmatan, Nilai, Strategi Pemasaran <sup>b</sup>	.	Enter

a. Dependent Variable: Kesetiaan Pengguna

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,592 <sup>a</sup>	,351	,342	,38316

a. Predictors: (Constant), Imej, Kualiti Perkhidmatan, Nilai, Strategi Pemasaran

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,401	4	5,850	39,848	,000 <sup>b</sup>
	Residual	43,309	295	,147		
	Total	66,710	299			

a. Dependent Variable: Kesetiaan Pengguna

b. Predictors: (Constant), Imej, Kualiti Perkhidmatan, Nilai, Strategi Pemasaran

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,100	,383		,260	,795
	Nilai	,276	,120	,167	2,287	,023
	Strategi Pemasaran	,248	,122	,170	2,032	,043
	Kualiti Perkhidmatan	,211	,075	,171	2,824	,005
	Imej	,242	,075	,226	3,210	,001

a. Dependent Variable: Kesetiaan Pengguna



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